

Record Ads Get Results

*If it's anything in the line of printing
we can do it well.*

Always at Your Service

Proud's Dept. Store

DRY GOODS AND SHOES

We have it for Less

Alma State Savings Bank

Safety Boxes for Rent

4 Per Cent Interest on Time Deposits
Every Courtesy Extended

ALMA, MICHIGAN

Do it Electrically

CORYELL ELECTRIC COMPANY

FIXTURES APPLIANCES WIRING

PHONE 131

320 WOODWORTH ST.

ALMA, MICH.

CUSHING & BENEDICT

"Where You Do the Best"

The Store that Sells the Best Rubber Footwear
Ball Band Rubbers—More Days' Wear

ALMA, MICHIGAN

EDITORIAL

HOME LOYALTY

BOOSTING A TOWN IS BIG BUSINESS WE CAN ALL ENGAGE IN. And what makes it a particularly happy pastime is due to the fact you are identified with a bunch of "Good Fellows" when you work with the Boosters of a community.

Before going further we want you folks to stop and read the list of Alma Business Men and Women whose names are appended herewith. You will be impressed with the fact that these people are REAL BOOSTERS OF ALMA in every sense of the word. And there are many more just like them, both in the business and citizen life of this city.

You will also agree with us, friends, that these Business Firms, and in fact all the business people of Alma are not only good Boosters but dependable servants of our purchasing public who are anxious and ready to serve you with merchandise and service at prices and involving quality they can afford to stand back of. THAT WILL MAKE THEM REALLY WORTHY OF YOUR PATRONAGE AS NEIGHBOR WITH NEIGHBOR.

But back to Boosting. The thought occurs to us that YOU CAN'T SAW WOOD WITH A HAMMER. The particular "hammer" we are referring to is the one used when a person spends money away from his own community for purchases THAT CAN BE MADE JUST AS SATISFACTORILY AT HOME. It is the same hammer that has beaten into insensibility the towering hopes of many hustling American towns that would have otherwise made cities worthy of the name.

In other words, however small the habit of some Alma citizens may be in spending their money away from our city, TO JUST THAT EXTENT ARE THEY OBSTRUCTING THE PATH to the big, wonderful goal we have elected for ourselves.

It is not the intention of the Alma Business Men to dictate to you good people in this matter. They are more than appreciative of your fine patronage of the past and their anticipation of the future is only inspired by their eager desire to make possible a Great Forward Movement for Alma and Alma property owners and citizens.

AND THE FOUNDATION FOR THIS RESULT MUST BE A FINANCIAL FOUNDATION that calls for keeping every cent of these resources within ourselves to be re-invested and re-spent to the advantage and profit of we Alma folks.

This kind of HOME LOYALTY means good times for Alma; Employment for those who need it and PROSPERITY for all.

Ford
THE UNIVERSAL CAR

AUTHORIZED SALES AND SERVICE

NILES MOTOR COMPANY

Alma Electric & Battery Company

Electrical Contractors and Dealers

Automotive Electrical Repairing

ALMA, MICHIGAN

UNDERTAKING

Furniture
Rugs
Carpets
Linoleums
Sewing Machines

GRANDELL & SCOTT
The Big Furniture Store

Alma, Michigan

Go-Carts
Bags
Trunks
Draperies
Lace Curtains

Winslow Bros. Drug Store

Books, Sodas, School Supplies

Opposite Strand Theatre

ALMA, MICHIGAN

THE SAWKINS PIANO CO.

"THE VICTROLA STORE"

ALMA, MICHIGAN

CUSHING & BENEDICT'S Trade Extension Christmas Prices

DOLLS

We are putting in our entire line of American made dolls at such ridiculously low prices that every one can afford to buy.

Dolls Just One-Half Price

That means just what we say American dolls at less than we can buy for today—a \$1.00 doll for 50c or a 50c doll for 25c, etc.

TEDDY BEARS

\$1.00 Teddy Bears	50c
\$1.50 Teddy Bears	75c
\$2.00 Teddy Bears	\$1.00
\$4.00 Teddy Bears	\$2.00
\$6.00 Teddy Bears	\$2.50

Moving Picture Machines

\$6.00 Movie Machine	\$2.00
\$4.00 Movie Machine	\$2.00

*WHAT HAVE WE DONE
TO IRON TOYS?*

Just one example, \$2.65
Toy Automobiles

\$1.00

All the rest hit just as hard

GAMES

The most complete and up-to-the-minute line in Central Michigan.

JUST ONE EXAMPLE

Our most popular top game bought to sell for \$1.25—Trade Extension Price

85c

The entire line of games cut just as hard

Men's 4-buckle Cloth Arctics, \$3.49

You will say, "how can they afford to do it?" **WE CAN'T!** But just once we are going to cut wide open and just see what you will do.

Cushing & Benedict

"Where You Do the Best"

TWO STORES

ALMA, MICH.



Oh! Ride-a-Cock-Horse to Banbury Cross, the Gulleramen Has Made a Boy of the Boss

Special Christmas Piano Sale!

Music in the Home puts Sunshine in the Heart

To gratify that desire you have had for a fine piano or player-piano is an easy matter now, if you take advantage of this special Christmas sale. It is unusual to put on a sale just when business is the best but we have a large stock of new pianos and players in all finishes and as this is the last month in the year we have determined to offer these instruments at a sacrifice which will move every one of them. We give you here a few of the bargains but there are many more besides these:

\$775 Player, walnut case reduced	\$180.00	\$520.00 Piano, oak case reduced	\$125.00
\$750 Player, mahogany case, reduced	\$155.00	\$475 Piano, mahogany case reduced	\$100.00

We will take your old piano in exchange. In the used piano department an assortment of instruments from \$85.00 up, also a few organs for church or school at \$10.00 up.

Just received a large shipment of Genuine Victor Victrolas and Columbia Grafanolas. Be sure to hear these before you buy. Don't make the mistake of purchasing an inferior machine when the best costs no more.

If you join the Victrola Club now we will deliver your instrument and a selection of Records Christmas Eve.

Let this be a Musical Christmas

The Sawkins Piano Company

"The Victrola Store"

